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WHAT IS CLAIMED IS:

- 1. A method for determining the translational efficiency of an individual codon in a cell of a predetermined type, said method comprising:
 - introducing into a first cell of said predetermined type a synthetic construct comprising a reporter polynucleotide fused in frame with a tandem repeat of said individual codon, wherein said reporter polynucleotide encodes a reporter protein, and wherein said synthetic construct is operably linked to a regulatory polynucleotide; and
 - measuring expression of said reporter protein in said cell of said predetermined type to determine the translational efficiency of said codon.
- 2. The method of claim 1, further comprising comparing:
 - expression of said reporter protein in said first cell to which a synthetic construct comprising a tandem repeat of said individual codon was provided; and
 - expression of said reporter protein in a second cell of the same type as said first cell to which a synthetic construct comprising a tandem repeat of another individual codon was provided;

to thereby determine the relative translational efficiency of said individual codons in said cell of said predetermined type.

- 3. The method of claim 1, further comprising comparing:
- 25 expression of said reporter protein in said first cell to which a synthetic construct comprising a tandem repeat of said individual codon was provided; and
 - expression of said reporter protein in another cell of a different predetermined type than said first cell to which a synthetic construct comprising a tandem repeat of said individual codon was provided;

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to thereby determine the translational efficiency of said individual codon in said first cell relative to said other cell.

- 4. The method of claim 1, further comprising:
 - introducing the synthetic construct into a progenitor cell of said cell of said predetermined type; and
 - producing said cell of said predetermined type from said progenitor cell;

wherein said cell of said predetermined type contains said synthetic construct.

- 5. The method of claim 1, further comprising
 - introducing the synthetic construct into a progenitor of said cell; and
 - growing an organism or part thereof from said progenitor
 cell;

wherein said organism or part thereof comprises said cell containing said synthetic construct.

- 6. The method of claim 1, further comprising
 - introducing the synthetic construct into an organism or part thereof such that said synthetic construct is introduced into said cell of said predetermined type.
- 7. A synthetic construct comprising a reporter polynucleotide fused in frame with a tandem repeat of individual codons, wherein said reporter polynucleotide encodes a reporter protein, and wherein said synthetic construct is operably linked to a regulatory polynucleotide.
- 8. A vector comprising the synthetic construct of claim 7.
- 9. A cell comprising the synthetic construct of claim 7.
- 10. A cell comprising the vector of claim 9.
- 11. A method of constructing a synthetic polynucleotide from which a protein is selectively expressed in a target cell of an

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organism, relative to another cell of the organism, said method comprising:

- selecting a first codon of a parent polynucleotide for replacement with a synonymous codon which has a higher translational efficiency in said target cell than in said other cell; and
- replacing said first codon with said synonymous codon to form said synthetic polynucleotide, wherein said first codon and said synonymous codon are selected by:
 - comparing translational efficiencies of individual codons in said target cell relative to said other cell; and
 - selecting said first codon and said synonymous codon based on said comparison, wherein said comparison comprises:
 - introducing into said target cell and said other cell a synthetic construct comprising a reporter polynucleotide fused in frame with a tandem repeat of an individual codon, wherein said reporter polynucleotide encodes a reporter protein, and wherein said synthetic construct is operably linked to a regulatory polynucleotide; and
 - comparing expression of said reporter protein in said target cell relative to said other cell;
- to thereby determine the translational efficiency of individual codons in said target cell relative to said other cell.
 - 12. The method of claim 11, wherein said synonymous codon corresponds to a reporter construct from which the reporter protein is expressed in said target cell at a level that is at least 110% of that expressed from the said reporter construct in said other cell.

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- 13. A method of constructing a synthetic polynucleotide from which a protein is expressible in a target cell of an organism at a higher level than from a parent polynucleotide expressing said protein, said method comprising:
 - selecting a first codon of the parent polynucleotide for replacement with a synonymous codon which has a higher translational efficiency in said target cell than said first codon;
 - replacing said first codon with said synonymous codon to form said synthetic polynucleotide, wherein said first codon and said synonymous codon are selected by:
 - comparing translational efficiencies of different individual codons in said target cell; and
 - selecting said first codon and said synonymous codon based on said comparison wherein said comparison comprises:
 - introducing into a target cell a synthetic construct comprising a reporter polynucleotide fused in frame with a tandem repeat of an individual codon, wherein said reporter polynucleotide encodes a reporter protein, and wherein said synthetic construct is operably linked to a regulatory polynucleotide;
 - introducing into a target cell a different synthetic construct comprising the reporter polynucleotide fused in frame with a tandem repeat of another individual codon; and
 - comparing expression of said reporter protein from each synthetic construct in said target cell;

to thereby determine the translational efficiency of individual codons in said target cell.

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- 14. The method of claim 13, wherein said synonymous codon corresponds to a reporter construct from which the reporter protein is expressed in said target cell at a level that is at least 110% of that expressed from the different reporter construct corresponding to said first codon.
- 15. A synthetic polynucleotide constructed according to the method of claim 11.
- 16. A vector comprising the synthetic polynucleotide of claim 15.
- 17. A cell comprising the synthetic polynucleotide of claim 15.
- 18. A cell comprising the vector of claim 16.
- 19. A synthetic polynucleotide constructed according to the method of claim 13.
- $20.\ A$ vector comprising the synthetic polynucleotide of claim 19.
- 21. A cell comprising the synthetic polynucleotide of claim 19.
- 22. A cell comprising the vector of claim 20.